

## MEDIA FACTSHEET

### **SME Centres enhanced to be the gateway for SMEs to access holistic ecosystem of business support**

MR No.: 028/25

Singapore, Wednesday, 30 July 2025

1. The SME Centres run by five Trade Associations and Chambers<sup>1</sup>, in partnership with Enterprise Singapore (EnterpriseSG), will **offer more comprehensive and personalised advisory services, as well as seamless access to specialist resources for complex business issues**. Announced by Senior Minister of State for Trade and Industry & Community, Culture and Youth, Ms Low Yen Ling at the SME Centre Conference 2025, these enhancements are part of the government's efforts to expand the SME Centre's capabilities and range of support to address the ever-evolving business needs.
2. Since their establishment in 2005<sup>2</sup>, the SME Centres have become a first port of call for general business advisory and support for many enterprises. Today, our network of 10 SME Centres across Singapore assists about 25,000 enterprises each year. To ensure they remain an effective partner for enterprises, we have introduced new services and physical upgrades to the SME Centres since the start of 2025, with more to be rolled out progressively. These include customised training for more than 70 Business Advisors to deepen their business engagement and advisory expertise, introducing new resources and services to holistically address business needs, and revamp of service process and touchpoints.
3. With the enhancements expected to be implemented by 2027, enterprises can look forward to:
  - a. **More comprehensive and personalised advisory services from Business Advisors**. Beyond general business and grant advisory, Business Advisors will be

---

<sup>1</sup> These include Association of Small & Medium Enterprises (ASME); Singapore Chinese Chamber of Commerce & Industry (SCCCI); Singapore Indian Chamber of Commerce & Industry (SICCI); Singapore Malay Chamber of Commerce & Industry (SMCCI); and Singapore Manufacturing Federation (SMF).

<sup>2</sup> SME Centres were first set up as the Enterprise Development Centres in 2005 to raise awareness of Government assistance and grant support. In 2013, the Enterprise Development Centres transitioned to the current SME Centres where their focus shifted to diagnosis of SMEs' needs and raising capabilities of SMEs.

equipped to conduct holistic business reviews to help enterprises achieve their growth aspirations. The advisory sessions will be complemented with new diagnostic toolkits to systematically identify capability gaps and provide specific recommendations to address their needs. For a start, the toolkits will cover capabilities related to internationalisation and digitalisation, with additional topics such as sustainability to be added. The SME Centres will progressively broaden their services to offer basic advisory in other areas like financing, and more.

- b. **More seamless access to resources for complex business issues.** For those with complex business issues that are beyond the SME Centres' expertise, the Centres will triage and channel them to relevant partners to follow up with more specialised support. This includes regulatory support from the SME Pro-Enterprise Office, trade and tariff related support from the Centre for the Future of Trade and Investment, and financing related support from the new Centre for Enterprise Financing Advisory to be launched later this year.
  - c. **Easier appointment booking and navigation experience.** A seamless consolidated (across SME Centres) booking system has been implemented to centralise and simplify the navigation process for enterprises to make an appointment with any SME Centre.
  - d. **Revamp of premises to provide a more conducive and welcoming environment for enterprises to seek support.** The SME Centre@SMF (Singapore Manufacturing Federation) is one of the first centres to undergo physical improvements in April 2025, and it now features a dedicated consultation room fully equipped for business discussions and presentations. The Centre also hosts a new showcase of various manufacturing solutions and automation equipment to guide visiting SMEs in assessing relevant solutions as they chart their business growth strategies. Physical enhancements are being planned for the other SME Centres.
4. Enterprises who have had an early experience of the enhanced advisory services at SME Centres shared that they were better supported through the advisory process, such as through receiving clearer and more actionable recommendations for their business transformation plans.

-End-

For media enquiries, please contact:

**Desmond Chua**

Corporate Communications

Mobile: +65 8157 3812

Email: [Desmond\\_CHUA@enterprisesg.gov.sg](mailto:Desmond_CHUA@enterprisesg.gov.sg)

---

**About Enterprise Singapore**

Enterprise Singapore is the government agency championing enterprise development.

We partner committed companies to build capabilities, innovate and go global. We drive growth – empowering local businesses and shaping industries, anchoring Singapore as a trade and startup hub, and establishing trust in our products through quality and standards.

We're here, for wherever you're growing. Visit [www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg) for more information.